IN THE CLAIMS

1.(Currently Amended) A<u>n additive</u> ~~fuel~~ dispensing system <u>for use with a fuel dispenser having a</u> <u>protocol for communicating with a point of sale system</u>, comprising:

an <u>additive</u> ~~fuel~~ dispenser for pumping ~~fuel~~ in response to dispenser control signals applied thereto;

a pump controller for generating said dispenser control signals, said pump controller having a communications interface adapted to receive transaction signals ~~from said fuel~~ ~~dispenser~~ and to transmit said dispenser control signals from said pump controller to said <u>additive</u> dispenser;

an intermediary module coupled to said communications interface<u>, said additive dispenser</u> and to said <u>fuel</u> dispenser, said intermediary module having a data processing component and a signal converting component, said intermediary module <u>adapted to said protocol and further</u> adapted to intercept said transaction signals and said dispenser control signals;

a display and control module, coupled to said intermediary module;

a display, coupled to said display and control module, for displaying multimedia content; and

wherein said intermediary module transmits at least one transaction signal from said fuel dispenser to said communications interface and to said display and control module.

2. (Original) A system in accordance with claim 1, wherein said intermediary module modifies at least one dispenser control signal received from said communications interface and transmits

said modified dispenser control signal to said fuel dispenser.

3. (Original) A system in accordance with claim 1, wherein said intermediate module modifies at least one transaction signal from said fuel dispenser and transmits said modified transaction signal to said communications interface.

4. (Original) A system in accordance with claim 1, wherein said display and control module generates control signals to control said intermediary device to generate dispenser control signals and apply said dispenser control signals to said fuel dispenser.

5. (Original) A system in accordance with claim 1, further comprising a server, coupled to said display and control module by a communications link.

6. (Original) A system in accordance with claim 5, wherein said communications link comprises a wireless communications link.

7. (Original) A system in accordance with claim 5, wherein said server transmits multimedia content to said display and control module via said communications link.

8. (Original) A system in accordance with claim 7, wherein said multimedia content is displayed on said display.

9. (Original) A system in accordance with claim 1, further comprising a user interface, coupled to said display and control device, for allowing a user to specify that an additive is to be

dispensed with fuel dispensed by said dispenser.

10. (Currently Amended) An intermediary module adapted to be coupled to a fuel dispenser, an additive dispenser, a dispenser controller, and a display and control module, said intermediary module having a data processing component and a signal converting component, said intermediary module responsive to dispenser control signals transmitted from said dispenser controller to process said control signals in accordance with programming provided by said display and control module and to transmit said processed control signals to said fuel dispenser and said additive dispenser.

11. (Original) An intermediary module in accordance with claim 10, wherein said intermediary module is responsive to transaction signals transmitted from said fuel dispenser to process said transaction signals in accordance with programming provided by said display and control module and to transmit said processed control signals to said dispenser controller.

12. (Original) An intermediary module in accordance with claim 11, wherein said intermediary module is responsive to control signals from said display and control module to generate dispenser control signals to be applied to said fuel dispenser.

13. (Original) An intermediary module in accordance with claim 12, wherein said intermediary module is responsive to control signals from said display and control module to generate transaction signals to be transmitted to said dispenser controller.